

COLOR THEORY

Hue, Value, and Intensity are the three main characteristics of COLOR.

Hue: Refers to the name of the color, such as Red.

Value: Describes how light or dark a color is.

Intensity: Refers to the brightness or dullness of the color.

COLOR WHEEL

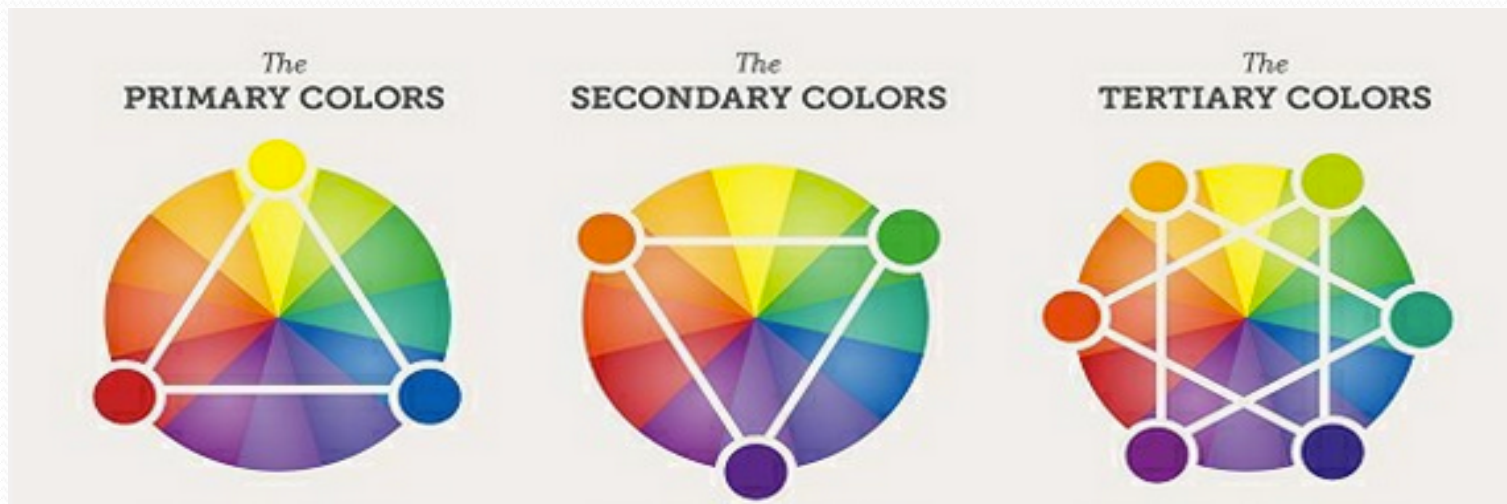
PRIMARY, SECONDARY, INTERMEDIATE / TERTIARY COLORS:

PRIMARY COLORS:

- The basic hues in any color system that in theory will be used to mix all other colors.
- RED, YELLOW, BLUE

SECONDARY COLORS:

- A combination of 2 primary colors or hues.
- Yellow + Red = Orange, Blue + Red = Violet, and
- Blue + Yellow = Green



INTERMEDIATE/ TERTIARY COLORS:

COLOR WHEEL

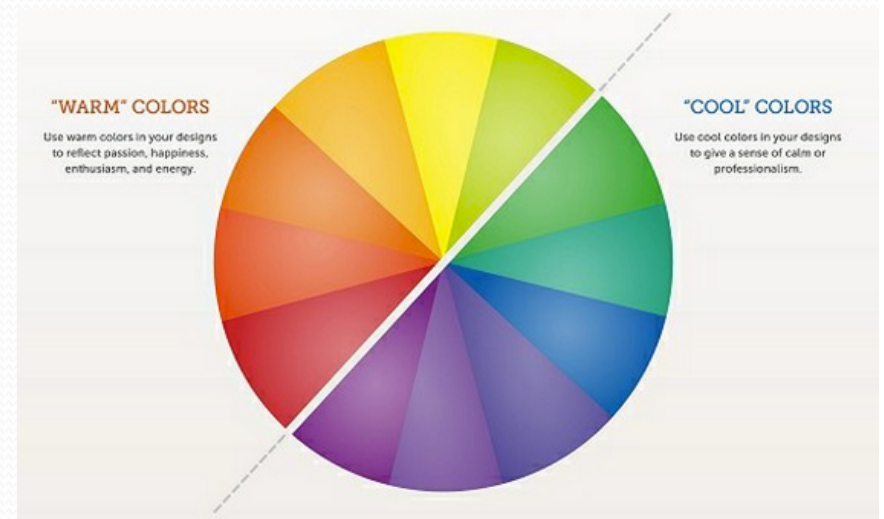
- A mixture of a primary and a secondary color
- The primary color is always listed first followed by the secondary color.
- Examples include: Yellow-orange, yellow-green, blue-green, blue-violet, red-violet, red-orange.



COLOR WHEEL

WARM COLORS:

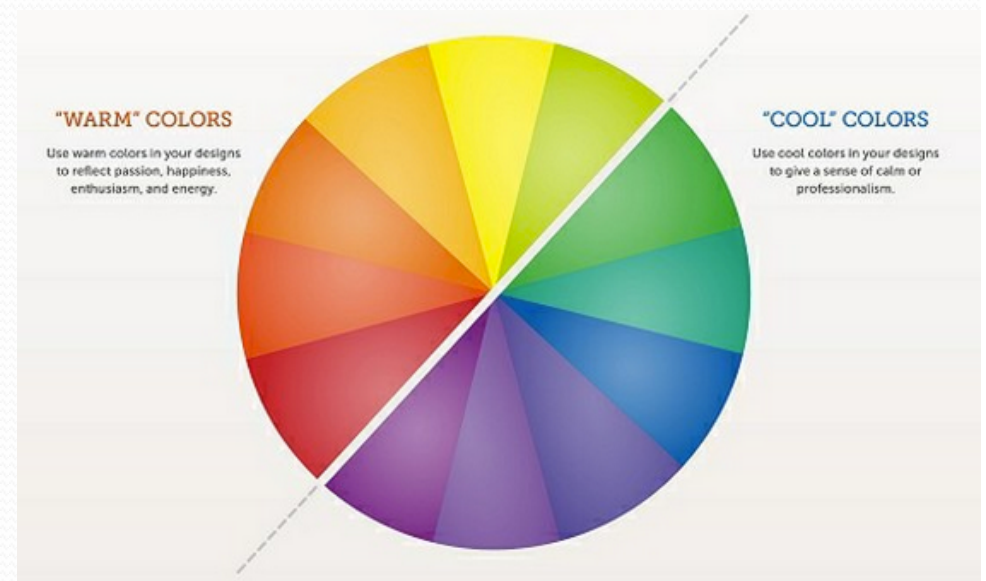
- Warm colors are the yellows and reds of the color spectrum, associated with fire, heat, sun, and warmer temperatures; also called hot colors
- They are vivid in nature.
- They are bold and energetic.
- Warm colors are those that tend to advance in space; therefore, caution needs to be taken so you do not overwhelm your content with eye catching hues.
- If an element in your design needs to pop out, consider using warm colors to do that.



COLOR WHEEL

COOL COLORS:

- Cool colors are made mostly of green, blue and violet.
- This family of colors is called cool because they remind you of cool things like a cool forest or a cold lake.
- Cool colors are soothing in nature.
- They give an impression of calm and rarely overpower the main content or message of a design.
- They tend to recede; therefore, if some element of your design needs to be in the background, give it cool tones.



COLOR SCHEMES examples

ANALOGOUS:

- Colors next to each other on the color wheel
- Ex. Orange and Red Orange

ANALOGOUS
Colors



COMPLIMENTARY:

- Colors across from each other on the color wheel. (opposites)
- When mixed in equal amounts gets a neutral gray.
- Ex. Red and Green

COMPLEMENTARY
Colors





COLOR SCHEMES

MONOCHROMATIC:

- 1 Color with white and black added to it.
- “Mono” meaning one
- “Chromatic” meaning presence of color

POLYCHROMATIC:

- All colors and variations.
- “Poly” meaning more than 1
- “Chromatic” meaning presence of color



COLOR SCHEMES

ACHROMATIC:

- Means “without color”
- A colorless scheme consisting of blacks, whites, and grays.
- May also be referred as neutral colors

Watercolor

“Watercolor” is the American spelling.

“Watercolour” is the British spelling.

Watercolor can be defined as many things such as:

- A painting technique using paint made of colorants suspended or dissolved in water.
- Any paint that uses water as a solvent.

Common techniques for applying watercolor are:

wet-on-wet	wet-on-dry	dry-on-wet
drybrush	dry-on-dry	



Using Watercolor:

- Colors are usually spread and applied with brushes, but other tools may also be used.
- Colors can be removed while still wet, to various degrees by blotting.
- Resist methods of crayons, masking tape, and rubber cement may also be use for different effects.



Watercolor Media

- Most watercolor painting is done on paper, but other surfaces can also be used.
- Characteristics of good watercolor paper would be:
 - white
 - very thick with high cotton - rag content,
 - tooth edge
- Watercolor brushes are usually softer bristles brushes made out natural materials such as camel or horse hair.

Georgia O'Keeffe

- Georgia O'Keeffe was born November 15, 1887 and died March 6, 1986.
- She lived to be almost 100 years old and painted up till the end of her life.
- She is an American artist, who is typically associated with the American southwest and particularly New Mexico where she settled late in life.
- O'Keeffe has been a major figure in American art since the 1920s and is most known for paintings of flowers, rocks, shells, animal bones and landscapes.
- www.britannica.com/.../Georgia-OKeeffe-1968





O'Keeffe's Artwork

- When talking about her artwork, she would often say she painted flowers larger than life size so people would have to look at them and see what she saw in the flower.
- Even though she is most well know for her paintings of flowers, bones, abstractions and landscapes she has also painted cityscapes, portraits, still life's, barns, churches, and more.

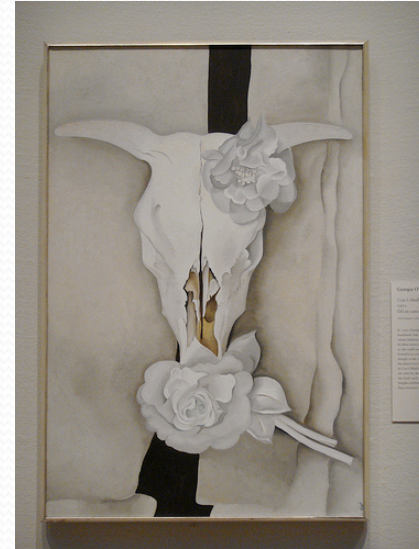
Realistic Flowers and Bones:



[www.e-marginalia.com/
node/394](http://www.e-marginalia.com/node/394)



[www.artneedlepoint.com/
_product_13389/Black_P...](http://www.artneedlepoint.com/_product_13389/Black_P...)



[www.nealtucker.org/tag/
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Realistic Flowers and Bones:

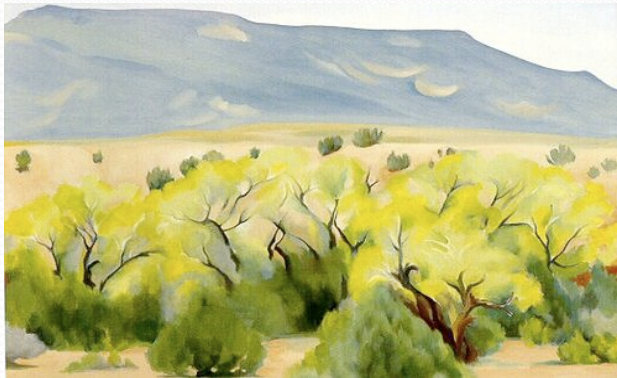


[faculty.ccri.edu/lmfrolich/
anatomy.htm](http://faculty.ccri.edu/lmfrolich/anatomy.htm)



[www.davisdesigncorp.com/.../
index.php?s=davis](http://www.davisdesigncorp.com/.../index.php?s=davis)

Landscapes and Cityscapes:



[www.redeasel.com/
red_easel_magazine/2009/10/o...](http://www.redeasel.com/red_easel_magazine/2009/10/o...)



58 RADIATOR BUILDING — NIGHT, NEW YORK, 1927, oil on canvas, 48 x 30,
Alfred Stieglitz Collection, Carl van Vechten Gallery of Fine Arts at Fisk University

[www.artst.org/okeeffe/O
%27KEEFE3.jpg.html](http://www.artst.org/okeeffe/O%27KEEFE3.jpg.html)

Abstractions:



[overheardinthesacristy.wordpress.com/
2008/02/21/](http://overheardinthesacristy.wordpress.com/2008/02/21/)



GEORGIA O'KEEFE
GREY LINE

[www.picturestore.com.au/
product.aspx?productl...](http://www.picturestore.com.au/product.aspx?productl...)



Watercolor Practice:

Both pieces due by Dec. 7th.

Learning Targets / Competencies:

- L.T.1 The artist created a creative practice color-wheel of 12 colors using only the primary colors to create the 3 secondary colors and 6 intermediate colors.
- L.T.2 The artist created 12 different watercolor experiments following a handout list of experiments.
(put name on back and in drying rack when done)

Color Wheel

- Using only the 3 primary colors create a finished color-wheel
- The final color-wheel should include the 3 primary colors, the 3 secondary colors, and the 6 intermediate colors, for a total of 12 parts.
- Be creative in the design of the color-wheel, go beyond the usual pie shape color-wheel.



Watercolor Experiments

- Using masking tape grid off a piece of watercolor paper into 12 sections.
- Follow the “Basic Watercolor Experiments” handout in regards to the experiments.
- As you work on these experiments, keep in mind... you will need to use at least 3 of these techniques in your final watercolor paintings.



Watercolor Paintings

Learning Targets:

For this watercolor painting unit, you will be doing a series of two paintings.

- The artist created a final realistic painting of an object that was brought in to paint. (Like flowers, bones, leaves, tree branches, fruit, etc. in regards to Georgia O'Keeffe.)
- The artist created a final second painting, which was an abstraction of the first painting. The artist could choose to either distort the first piece making it less recognizable or enlarge an area of the first painting.
- Within each painting, the artist incorporated a minimum of three watercolor techniques learned previously.
- The artist demonstrated knowledge of accurately representing the subject by blending and mixing colors to show form, value, depth, texture, color, etc. The artist creatively incorporated all space within the paintings.
- Overall Good Craftsmanship was evident as these paintings were well-put together, having pencil lines erased prior to painting or covered within the painting process, and all pieces were neatly painted.
- Reflection: The artist critiqued their final projects on their blog including all reflection pieces and a photo of their art. (Explain what you created, what materials you used, what you learned, strengths, and areas for improvement).